



Tri-Services Community Noise Primer and its companion CD contain a lot of general information. This checklist will help you to create customized, site- or audience-specific fact sheets.

Creating fact sheets

Plan your fact sheet

- ☐ Identify your purpose.
 - Why do you want to distribute a fact sheet?
 - What would you like your audience to know?
- ☐ Know your audience.
 - Whom are you trying to reach?
 - What is their level of knowledge on the subject?
 - What do they want to know?

Make it easy for people to find the information they want

- ☐ Provide answers for the questions people are asking in the right format.
 - What is happening related to my concerns or issues?
 - How does this affect me?

Use understandable text and illustrations

- ☐ Keep it as simple as possible.
- ☐ Cut out the jargon.
- ☐ Limit the use of acronyms, and define the ones you do use.
- ☐ Use illustrations instead of tables and charts full of data.
- ☐ Focus on the big picture—don't use too many details.

Use as few numbers as possible. If you need to use numbers:

- ☐ Remember that numbers are not second nature to most people.
- ☐ Be aware of the “numerator effect.”
- ☐ Consider using an analogy to explain small amounts, and relate numbers to something familiar (e.g., 60 decibels is equal to loudness of an average conversation).
- ☐ Whole numbers and fractions are better than decimal points.
- ☐ If you must use a scientific notation, explain it first, then be consistent (10⁻⁵ vs. 1 × 10⁻⁵).
- ☐ Explain inverse relationships (e.g., billion > million but ppb < ppm).

Design a visually appealing and user-friendly fact sheet

- ☐ Use visual illustrations, graphics, and photos as much as possible.
- ☐ Use bullets instead of long paragraphs of text.
- ☐ Break up text by using a helpful headings or a question-and-answer format.

Make it easy for people to provide feedback or request more information

- ☐ Provide a point of contact.
- ☐ Provide other resources of information.

For help with the Army's noise management community involvement activities, contact:

Operational Noise Program
U.S. Army Center for Health Promotion and
Preventive Medicine
MCHB-TS-EON
Aberdeen Proving Ground, MD 21010-5403
410-436-3829
<http://chppm-apgea.army.mil/enp/enp.htm>

For help with the Navy's noise management community involvement activities, contact:

Special Assistant for AICUZ and Encroachment
Commander Navy Installations
Naval Facilities Engineering Command
Washington Navy Yard, Washington DC 20374
202-685-9181

For help with the Air Force's noise management community involvement activities, contact:

AICUZ/Noise Program Manager
Bases and Units Branch
HQ USAF/ILEPB
1260 Air Force Pentagon
Washington, D.C. 20330.
703-604-5277

For help with the Marine Corp's noise management community involvement activities, contact:

Community and Land Use Planner for AICUZ
Headquarter Marine Corps
Washington DC, 20380-1775
703-695-8240, ext 3350